

**WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS PATENT
OF THE UNITED STATES IS:**

1. A toner comprising:
toner particles comprising:

5 a binder resin; and
 a colorant,

wherein the toner has such a rolling property as to
relatively easily roll in one direction compared to other
directions when the toner is present on a two-dimensional plane.

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2. The toner according to Claim 1, further comprising a
charge controlling agent, wherein the charge controlling agent
is fixed on a surface of the toner particles.

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3. The toner according to Claim 2, wherein a content of
the charge controlling agent is from 0.2 to 2.0 % by weight based
on total weight of the toner.

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4. The toner according to Claim 1, wherein the toner
particles have a spindle form and a volume average particle
diameter of from 3 to 8 μm .

5. The toner according to Claim 4, wherein the toner
satisfies the following relationships:

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$0.5 \leq (r_2/r_1) \leq 0.8$, $0.7 \leq (r_3/r_2) \leq 1.0$, and $r_3 \leq r_2 < r_1$,
wherein r_1 , r_2 and r_3 represent an average major axis particle
diameter, an average minor axis particle diameter and an average

thickness of the toner particles.

6. The toner according to Claim 5, wherein the average major axis particle diameter r1 is from 5 to 9 μm, the average
5 minor axis particle diameter r2 is from 2 to 6 μm, and the average thickness r3 is from 2 to 6 μm.

7. The toner according to Claim 6, wherein standard deviations of the average major axis particle diameter r1, the
10 average minor axis particle diameter r2 and the average thickness r3 are not greater than 2.0 μm, 1.5 μm and 1.5 μm, respectively.

8. The toner according to Claim 6, wherein toner particles
15 having a thickness r3 not greater than 3 μm are included in an amount not greater than 30 % by weight based on the total weight of the toner.

9. The toner according to Claim 1, wherein the toner has
20 an average form factor SF-2 of from 100 to 190, wherein a form factor of a toner particle is defined by the following formula (1):

$$SF-2 = \{(PERI)^2/AREA\} \times (100\pi/4) \quad (1)$$

wherein PERI and AREA respectively represent a periphery length
25 and an area of an image of a toner particle projected on a two-dimensional plane.

10. The toner according to Claim 1, wherein particles of the toner relatively easily roll around a major axis direction thereof compared to other directions, and wherein a projection is present on an end portion of the particles in the major axis
5 direction.

11. The toner according to Claim 1, wherein the toner has a charge quantity of from 15 to 40 $\mu\text{C/g}$ and a charge quantity distribution such that a half width of a charge quantity
10 distribution curve is from 0.5 to 4.0 $\text{fC}/\mu\text{m}$.

12. The toner according to Claim 1, wherein the binder resin comprises a modified polyester resin.

15 13. The toner according to Claim 12, wherein the toner particles are prepared by a method comprising:

dissolving or dispersing a toner composition, which comprises the modified polyester resin, in an organic solvent to prepare a toner composition liquid; and

20 dispersing the toner composition liquid in an aqueous medium.

14. The toner according to Claim 12, wherein the toner particles are prepared by a method comprising:

25 dissolving or dispersing a toner composition, which comprises a polyester prepolymer, in an organic solvent to prepare a toner composition liquid; and

dispersing the toner composition liquid in an aqueous medium,

wherein the modified polyester resin is prepared from the prepolymer during the dissolving or dispersing process and the
5 second dispersing process.

15. The toner according to Claim 1, wherein the binder resin comprises a modified polyester resin (i) and an unmodified polyester resin (ii), wherein a weight ratio (i/ii) is from 5/95
10 to 80/20.

16. The toner according to Claim 1, wherein the binder resin has a peak molecular weight of from 1,000 to 10,000.

15 17. The toner according to Claim 1, wherein the toner has a glass transition temperature of from 40 to 70 °C.

18. The toner according to Claim 1, further comprising an external additive which is present on the surface of the toner
20 particles.

19. The toner according to Claim 18, wherein the external additive is selected from the group consisting of hydrophobized silica and hydrophobized titanium oxide.
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20. A developer comprising the toner according to Claim 1 and a carrier.

21. An image forming apparatus comprising:
an image bearing member configured to bear an
electrostatic latent image thereon;

5 a developing device configured to develop the
electrostatic latent image with a developer including the toner
according to Claim 1 to form a toner image on the image bearing
member;

a transferring device configured to transfer the toner
10 image onto a receiving material; and

a cleaning device configured to clean a surface of the
image bearing member.

22. A process cartridge for an image forming apparatus,
15 comprising:

an image bearing member configured to bear an
electrostatic latent image thereon; and

a developing device configured to develop the
electrostatic latent image with a developer comprising the
20 toner according to Claim 1 to form a toner image on the image
bearing member.